



Trademark Use Guidelines & Rules

INTRODUCTION

Bridgelux counts its' trademarks and the goodwill they represent as among its most valuable assets. Protection of these marks is a priority of Bridgelux. The following guidelines have been developed for licensees, consultants, distributors, developers, authorized resellers, customers, program members, and other third parties to ensure proper use of all Bridgelux Trademarks (defined below).

You may only use Bridgelux Trademarks if you adhere to the following Guidelines and other instructions Bridgelux provides and/or makes available to you from time to time. If you are a licensee, please be sure to consult your written agreement with Bridgelux for any additional or different requirements applicable to your use of Bridgelux Trademarks.

As the status of Bridgelux Trademarks is continually changing, Bridgelux reserves the right at its sole discretion to modify this Guideline at any time without notice. If you have any questions about this Guideline, require additional information about any of Bridgelux Trademarks, or would like a copy of the most recent version of this Guideline, please talk to your Bridgelux representative or contact Bridgelux's legal department at the following address:

Bridgelux, Inc. – Legal Department
101 Portola Avenue, Livermore, CA 94551 USA
925-583-8400

Bridgelux reserves the right at its sole discretion to terminate any party's use of Bridgelux Trademark at any time.

TRADEMARK TERMINOLOGY AND DEFINITIONS

- **"Bridgelux Logo"** is any logo Bridgelux owns the rights to. A logo is a graphic, text, or a combination of both.
- **"Bridgelux Trademarks"** in this Guideline means all Marks which Bridgelux owns the rights to.
- **"Marks"** all trademarks including but not limited to service marks, trade dress, trade names, logos, insignias, symbols, designs, other marks identifying Bridgelux or its products, or variations or translations thereof.
- **"Trademark"** is a word, symbol, or combination of words and symbols that are used to identify the source of the goods or services. A trademark is the symbol of the "good will," or reputation that is developed by the owner of the mark.
- **Trademark Symbol** shall mean the ® symbol for registered trademarks and TM symbol for all other trademarks.

GENERAL TRADEMARK USE GUIDELINE & RULES

1. Always use Bridgelux Trademarks truthfully, fairly, and in a Positive Light.

Do not use Bridgelux Trademarks in any manner that would disparage or defame Bridgelux, its products or services, or any of its subsidiaries or affiliates. This means that you may not use any Bridgelux Trademark in any manner or environment that at Bridgelux's sole discretion is fraudulent, deceptive, misleading, malicious, disparages or reflects adversely upon Bridgelux or places Bridgelux, its subsidiaries or affiliates, or its reputation and goodwill in a negative light. For example, do not use any Bridgelux Trademarks with any defamatory, scandalous, pornographic or other objectionable materials of any sort.

2. Avoid using Bridgelux Trademarks in a confusing manner.

Do not incorporate any Bridgelux Trademark into your own or any other party's product names, service marks, trademarks, logos, slogans, Internet domain names, company names, or any other similar designations likely to cause confusion with or dilute the Bridgelux Trademarks. Additionally, you must not adopt Marks or Internet domain names that are confusingly similar to any Bridgelux Trademarks.

3. Always use high quality standard products bearing any Bridgelux Trademarks.

If any Bridgelux Trademarks are used in advertisements, packaging, promotional, marketing or point of purchase displays, the materials must be of the highest quality commensurate with the brand

4. Always use a Proper Trademark Notice.

In all written publications that will be distributed only in the United States (including but not limited to letters, memos, press releases, point of purchase displays, advertising and marketing materials, product packaging, manuals, websites, and other multimedia) properly designate all Bridgelux Trademarks with the appropriate trademark symbol (®, SM, or TM) at the most prominent use such as in headers, titles, headlines, or highly visible locations and again on the first occurrence in the body of the text. The proper trademark symbol for each Bridgelux Trademark can be found on Bridgelux's website at: <http://www.bridgelux.com/trademark-use/>

For publications that will be distributed outside the United States, do not include trademark symbols with Bridgelux Trademarks (except if the Bridgelux Trademark being used is a Bridgelux Logo). Instead use the appropriate trademark attribution notice (see section 5 below for more details). For example, use: *Bridgelux is a trademark of Bridgelux, Inc., registered in the U.S. and other countries.*

Always use the proper trademark symbol when any Bridgelux Logo is used. See the Additional Guidelines & Rules for Using Bridgelux Logos (below) for additional rules and guidelines for using Bridgelux Logos. The proper trademark symbol for each Bridgelux Logo can be found on Bridgelux's website at: <http://www.bridgelux.com/trademark-use/>

5. Always Include a Proper Trademark Attribution of Ownership.

When you use a Bridgelux Trademark, Bridgelux must be identified as the owner of any Bridgelux Trademark that you use by applying the following notice in an appropriate location. Typically, the attribution statement of ownership is displayed at the end of the material, in the footer of a document, or in conjunction with other trademark or copyright notices. The correct trademark ownership attribution statement is:

"Bridgelux, the Bridgelux logo [if applicable] [and any other trademark on the Bridgelux Trademark list that are referred to or displayed in the document] is/are trademark[s] or registered trademarks of Bridgelux, Inc. or its affiliates or subsidiaries in the United States and certain other countries."



TRADEMARK USE GUIDELINES & RULES

6. Always Use Bridgelux Trademarks as Adjectives followed by the appropriate generic term.

For all publications, always use Bridgelux Trademarks as adjectives followed by the appropriate generic noun that identifies the Bridgelux product or service. Never use the Bridgelux Trademarks as nouns or verbs. An example of proper and improper use is as follows:

Correct	Incorrect
Buy Bridgelux® lighting products.	Buy a Bridgelux®.

Below is a list of one or more suggested generic terms for certain Bridgelux Trademarks. Note that these generic terms are only suggestions, and there may be other words that are equally appropriate.

Bridgelux Trademark	Generic Term
Bridgelux®	light source, LED Arrays, chips
Cycle™	light source, LED Array
Décor™	light source
OLM™	Light source
Vero®	light source, LED Array
V Series™	light source, LED Array

7. Use the Trademark Distinctively.

When using Bridgelux Trademarks in text, always use our trademarks distinctively and consistently by distinguishing our trademarks from other words by either capitalizing all letters in the Bridgelux Trademark, using initial caps or initial caps with quotations marks, using italics, using boldface, or underling the trademark.

Examples: BRIDGELUX®, Bridgelux®, *Bridgelux®*, **Bridgelux®**, Bridgelux®, “Bridgelux®”

8. Avoid Variations.

Do not change the spelling, pluralize, abbreviate, insert hyphens, or make possessive any Bridgelux Trademark. Also, do not join words, numbers, or symbols to any Bridgelux Trademarks and always utilize proper capitalization when using Bridgelux Trademarks. For example:

	INCORRECT USE	CORRECT USE
Never use in Possessive form	Enjoy Bridgelux’s® high quality lighting products	Enjoy the high quality lighting of Bridgelux® lighting products.
Never Use in Plural Form	Use Bridgeluxs® products for your lighting needs.	Use Bridgelux® products for your lighting needs.
Never Hyphenate a Trademark	Use Bridge-lux® products for your lighting needs.	Use Bridgelux® products for your lighting needs.
Never Alternate a Trademark	Use BridgeluxVero® products for your lighting needs.	Use Bridgelux® and Vero® products for your lighting needs.
Never change the spelling, add capitals or change the fonts of trademarks where not authorized.	Use BridgelUXE® products for your lighting needs.	Use Bridgelux® products for your lighting needs.

9. Do not reference a Relationship that does not exist with Bridgelux.

Do not use Bridgelux Trademarks in any manner that might be understood to suggest a relationship, sponsorship, or

association that does not exist with Bridgelux and do not use any Bridgelux Trademarks that could result in a likelihood of confusion between Bridgelux and the goods and services of any other entity of third party.

10. Avoid Using Bridgelux Trademarks as a Trade Name.

Bridgelux is not only used as a trademark identifying products, but also is used to identify or refer to the company's name, Bridgelux, Inc. When Bridgelux is used as a trade name, it should not be followed by a trademark symbol. To clarify, when "Bridgelux" is used to identify its products or services, use the proper trademark symbol (e.g. Bridgelux® LED arrays). When using "Bridgelux" as a trade name to identify or refer to the company, do not use a trademark symbol after "Bridgelux" (e.g. Bridgelux, Inc. announces its new line of products or Bridgelux announces its new line of products).

ADDITIONAL GUIDELINES AND RULES FOR USING BRIDGELUX LOGOS

Use of Bridgelux Logos requires a license or written permission from an authorized representative of Bridgelux. If you are interested in obtaining a license to use a Bridgelux mark or logo, contact your Bridgelux marketing or sales representative, or your local Bridgelux sales office.

If you have been authorized by Bridgelux to use Bridgelux logos, in addition to the above General Trademark Use Guidelines & Rules, you must also follow the terms of your license (or other written agreement), and the following rules for using Bridgelux Logos. If any of the rules below are different from instructions in your license or other written agreement, you should follow the instructions in your license or other written agreement.

1. Submit an accurate description and graphic representation of materials of your Intended Use to Bridgelux before release.

Any materials bearing any Bridgelux logo must be approved in writing by Bridgelux before the material bearing the Bridgelux logo is released. You should submit an accurate description and graphic representation, or if requested, samples showing the logo on the product or materials, its actual size, and color as requested by Bridgelux.

2. Use the Artwork Provided by Bridgelux.

Bridgelux has high-resolution graphics of its logos and will provide them to authorized users. Use only the graphics provided to you by Bridgelux. Do not modify, distort, morph, animate or add to any Bridgelux logos.

3. Use the Proper Trademark Symbol and apply it to Every Use of the Logo

Every use of the Bridgelux logo must include the proper trademark symbol. For logos that are registered always use the ® symbol with the logo. For all other logos, use the ™ symbol. The graphics provided by Bridgelux include the proper symbol but may change from time to time. When requested by Bridgelux, you must change the trademark symbol on materials bearing the Bridgelux Logo with the incorrect trademark symbol and replace it with the correct trademark symbol within thirty (30) days of Bridgelux's notice to you.

If the symbol is not legible because your use of the logo is too small, please contact your Bridgelux representative to request a graphic that has a larger ® or ™ symbol.

4. Provide Proper Notice of Bridgelux Ownership of the Logo

Bridgelux must be identified as the owner of any of its logos that you use by applying the following notice in an appropriate location, such as in a footnote, at the end of a document, or in conjunction with other trademark or copyright notices. The correct trademark attribution statement is:

“Bridgelux, the Bridgelux logo [and any other trademark on the Bridgelux Trademark list that are referred to or displayed in the document] is/are trademark[s] or registered trademarks of Bridgelux, Inc. or its affiliates or subsidiaries in the United States and certain other countries.”

If using the Helieon logo: “Helieon and the Helieon logo are registered trademarks jointly owned by Bridgelux, Inc. and Molex, Inc. in the United States and certain other countries.”

5. Never Incorporate or Combine a Bridgelux Logo into Another Logo, Other Text, or Slogans



Do not incorporate any Bridgelux Logo into your own or any other party’s product names, service marks, trademarks, logos, slogans, internet domain names, company names, or any other similar designations likely to cause confusion with or dilute any Bridgelux Trademarks. Additionally, you must not adopt any logo that is confusingly similar to any Bridgelux logo or other Bridgelux Trademark. Also, do not combine the logo with any other design elements that might be confused as a logo. Below is an example of a Bridgelux Logo used improperly:





6. Logo Format and Placement

Color: Use Bridgelux Standard Colors

You should make every effort to use Bridgelux standardized colors for its logos. Do not modify the color of the logo artwork. In certain circumstances, such as use in black and white print media, you may use a Bridgelux Logo in black and white where appropriate. The PMS colors for the following Bridgelux Logos are as follows.

Logo	PMS Colors
Current Bridgelux Logo- Additional guidelines are found on the last page. 	<ul style="list-style-type: none"> - Black for the “Bridge” portion of the Bridgelux logo: Pantone: Black 6 C - Red for the “lux” portion of the Bridgelux logo: Pantone: 1805C
5 Year Warranty Logo 	<ul style="list-style-type: none"> - Pantone Cool Gray 3 C (gray) for the “5” - Pantone: 1805C (red) for “Five” and “Warranty” - Pantone: Black 6 C for “Year”
10 Year Warranty Logo	<ul style="list-style-type: none"> - Pantone Cool Gray 3 C (gray) for the “5” - Pantone: 1805C (red) for “Five” and “Warranty”

	<ul style="list-style-type: none"> - Pantone: Black 6 C for "Year" <p><u>***10 Year Warranty Logo may only be used in conjunction with Bridgelux VERO series array products***</u></p>
	<ul style="list-style-type: none"> - Black for "Bridgelux" and surrounding border - White for "Lightsource" <p>*** The "Bridgelux Lightsource" logo may only be placed directly on Licensee's products or product packaging. For the avoidance of doubt, the "Bridgelux Lightsource" logo may not be used on collateral, marketing and advertising materials or on catalogues or webpages/websites.***</p>
<p>If you have any further questions on Bridgelux Standard Colors for its logos, contact your Bridgelux representative.</p>	

Size

You may resize the logo to suit its purposes. However, the proportion of height to width must remain the same. Under no circumstances may you distort or morph any Bridgelux Logo. All Bridgelux Logos used must always look clean, sharp, and well produced. Allow for a minimum of clear space around any Bridgelux Logo and never reproduce any

Bridgelux Logo in a manner that causes the logo to become blurry or illegible, which may happen if the logo is reproduced too small. Below are examples of the Bridgelux Logo used incorrectly:



Background

Bridgelux Logos must be set on a background that makes the logo easily seen and the type portions of the logo must be clearly legible. Do not place the logo on a stylized background that overlaps or interferes with the logo or otherwise changes the appearance of the logo. Do not use the logo on busy, blurry or patterned backgrounds and do not print any Bridgelux Logo over other designs, colors, or textures or superimpose any Bridgelux Logo over other photographs, materials or other matter.

Placement of Bridgelux Logos

The size and placement of Bridgelux Logos should distinguish them from other logos to ensure that consumers do not mistake another company's advertised product or service as one provided by Bridgelux or that the logo is part of another company or suggests a relationship that does not exist with Bridgelux. As such:

- any Bridgelux Logo used on any materials (e.g. product packaging, advertising or marketing materials, promotional materials, websites, etc.) should always be positioned alone and apart from other text and graphics, especially other logos. The Bridgelux Logo should be placed in a way that it is clear that the logo refer only to Bridgelux and not any other third party product(s) or trademarks; AND
- if a Bridgelux Logo is placed as a list item (e.g. line card), it should always be the same size as other logos on the list and should not be more prominent than any other logo on the list; AND
- for any Bridgelux Logo used on any product packaging, advertising, or marketing materials, the Bridgelux Logo(s) used should always be smaller in size and less prominently placed than your own company's logo.